

# Opemipo Oluwabiya

## Personal Information

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**Date of birth:** 12/02/1996

**Nationality:** Nigeria

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## Profile

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As a creative designer with a background in various fields, I bring a unique perspective to product design. With my skills in HTML, CSS, and Bootstrap, I am a versatile team player who can design and develop user-friendly products that meet the needs of customers. My objective is to land a position where I can use my creativity and technical skills to create innovative products that make a positive impact on people's lives.

## Work experience

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01/2022 – present  
Remote

### **Creative design EasgonAlpha**

- Conceptualized and executed visually stunning designs for the organization projects, resulting in a 25% increase in community members satisfaction and repeat business.
- Collaborated with cross-functional teams to develop and launch innovative branding campaigns that effectively communicated the client's message, resulting in a 50% increase in social media engagement.
- Managed design projects from start to finish, including timelines, budgeting, and quality control, resulting in a 20% reduction in project turnaround time and increased profitability.
- Implemented and maintained design standards and guidelines, ensuring consistency across all marketing collateral, resulting in a recognizable and cohesive brand image.

01/2023 – 03/2023  
Freelance, Remote

### **UI UX designer DureForce**

Research, empathize, define ideate, prototype and test on Buyers Message features.

- Designed and implemented a new user interface for Buyers Message on a web app, resulting in a 20% increase in user engagement.
- Conducted extensive user research and usability testing to identify pain points and improve the user experience, resulting in a 15% reduction in user complaints and a 10% increase in customer satisfaction.
- Developed and maintained design standards and guidelines, ensuring consistency across all digital platforms and improving brand recognition, while making responsive designs resulting in a 40% increase in website traffic

## Education

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05/2014 – 08/2018  
Ibadan, Oyo state, Lagos

**Zoology | B.Sc**  
**University of Ibadan, Nigeria**

03/2023

**Product Design | Certificate**  
**HerTechTrail**

## Skills

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### - TECHNICAL AND SOFT SKILL

Figma, Graphic Design,  
Balsamiq and  
Whimiscal

HTML, CSS, Bootstrap

